

ABSTRAK

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2022

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Pengaruh Pemanfaatan Teknologi Dan *Experiential Marketing* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Go-Jek Di Dki Jakarta)

154 halaman + 19 tabel + 4 gambar + 6 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh pemanfaatan teknologi dan *experiential marketing* terhadap loyalitas pelanggan serta peran mediasi kepuasan pelanggan pada pelanggan GO-JEK di DKI Jakarta serta tinjauannya dari Sudut Pandang Islam. Sampel dalam penelitian adalah 121 pelanggan GO-JEK di DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Data dikumpulkan dengan menggunakan metode *survey* dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Last Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa Pemanfaatan teknologi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *Experiential Marketing* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, Pemanfaatan teknologi berpengaruh positif dan signifikan terhadap loyalitas pelanggan, *Experiential marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, Kepuasan pelanggan memediasi hubungan antara *experiential marketing* dan loyalitas pelanggan, Kepuasan pelanggan memediasi hubungan antara *experiential marketing* dan loyalitas pelanggan. Dalam sudut pandang islam apabila ingin meningkatkan loyalitas pelanggan, hal yang dilakukan GO-JEK yaitu dengan meningkatkan pemanfaatan teknologi dan *experiential marketing* sehingga pelanggan akan merasa serta harus sesuai dengan prinsip-prinsip islam agar dapat keuntungan dan keberkahan.

Kata kunci : Pemanfaatan Teknologi, *Experiential Marketing*, Kepuasan Pelanggan, Loyalitas Pelanggan, Islam.

ABSTRACT

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2022

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The Effect Of Use Of Technology And *Experiential Marketing* On Customer Loyalty Through Customer Satisfaction As Mediation And Its Review From an Islamic Perspective (Case Study On Go-Jek Cistomers On Dki Jakarta)

154 pages + 19 tables + 4 pictures + 6 attachments

Abstract Description

This study aims to determine the effect of the use of technology and experiential marketing on customer loyalty and the mediating role of customer satisfaction on GO-JEK customers in DKI Jakarta and its review from an Islamic point of view. The sample in this study was 121 GO-JEK customers in DKI Jakarta. The sampling technique used is purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Last Square Structural Equation Modeling (PLS-SEM) analysis. The results show that the use of technology has a positive and significant effect on customer satisfaction, Experiential Marketing has a positive and significant effect on customer satisfaction, Customer satisfaction has a positive and significant effect on customer loyalty, the use of technology has a positive and significant effect on customer loyalty, Experiential marketing has a positive and significant effect on customer loyalty, customer satisfaction mediates the relationship between experiential marketing and customer loyalty, customer satisfaction mediates the relationship between experiential marketing and customer loyalty. From an Islamic point of view, if you want to increase customer loyalty, what GO-JEK does is by increasing the use of technology and experiential marketing so that customers will feel and must comply with Islamic principles in order to gain profits and blessings.

Keywords : *Utilization of Technology, Experiential Marketing, Customer Satisfaction, Customer Loyalty, Islam.*